"Perception Process and Stereotypes"

Perceptions Process and Stereotypes

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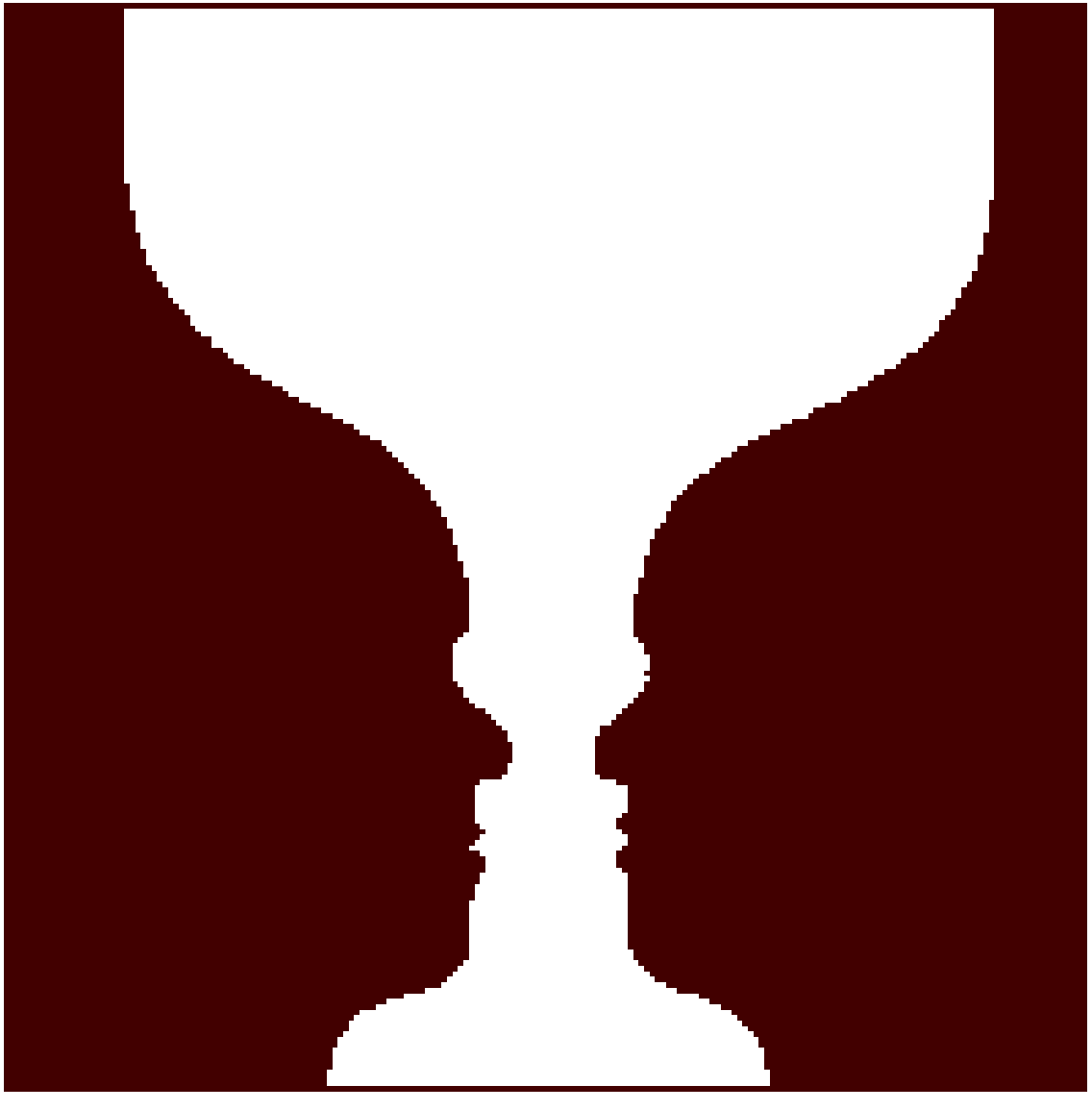

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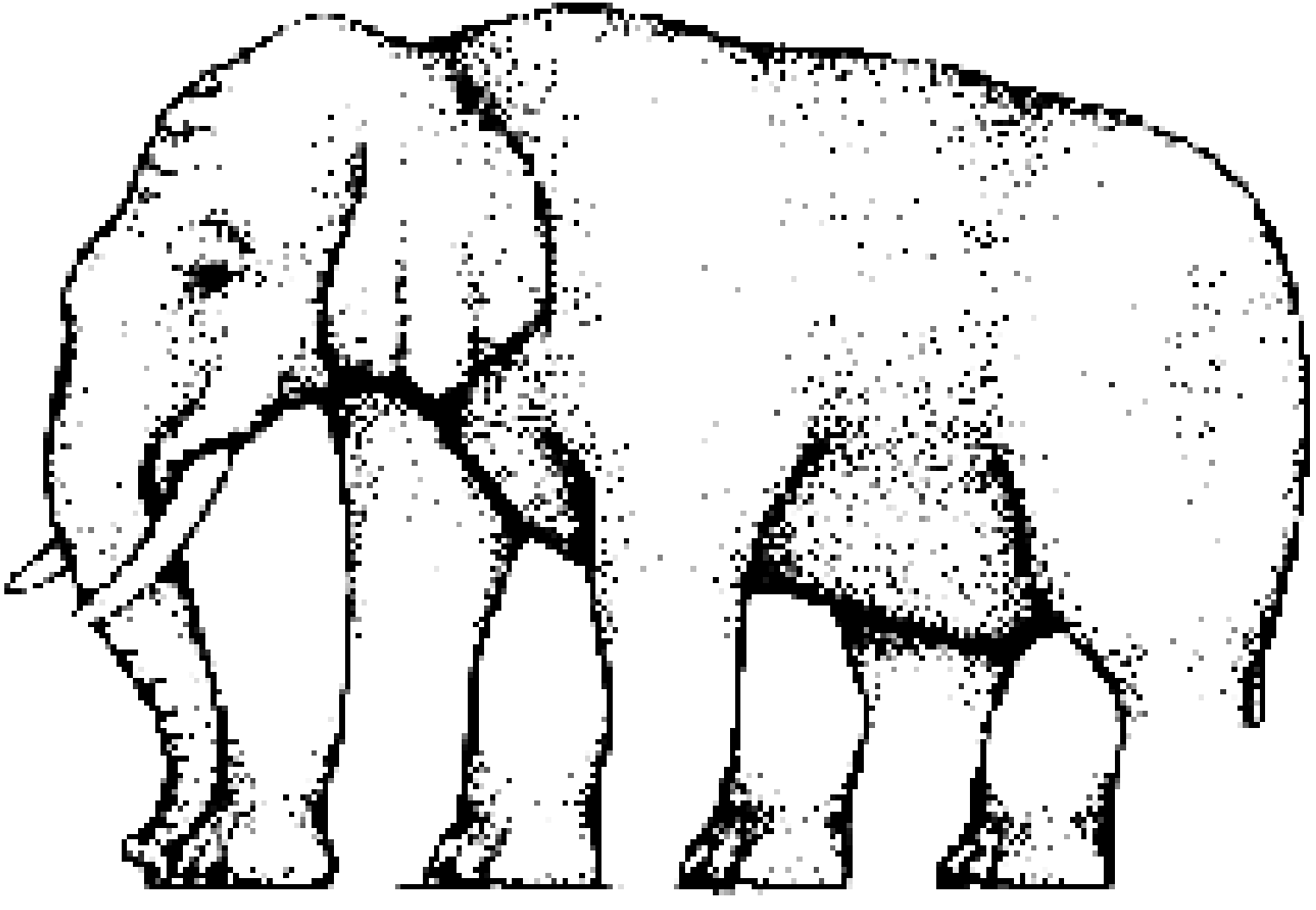

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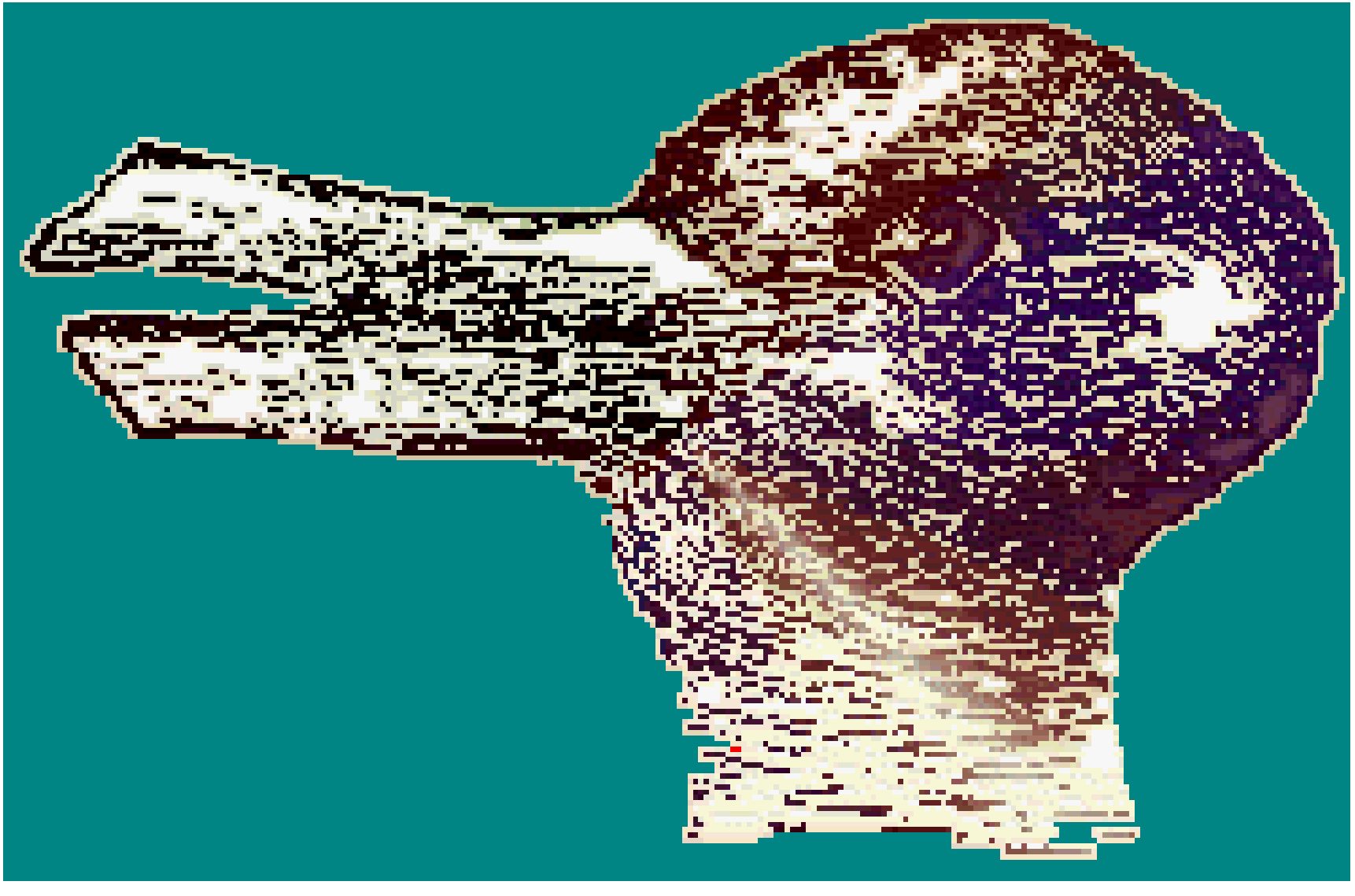

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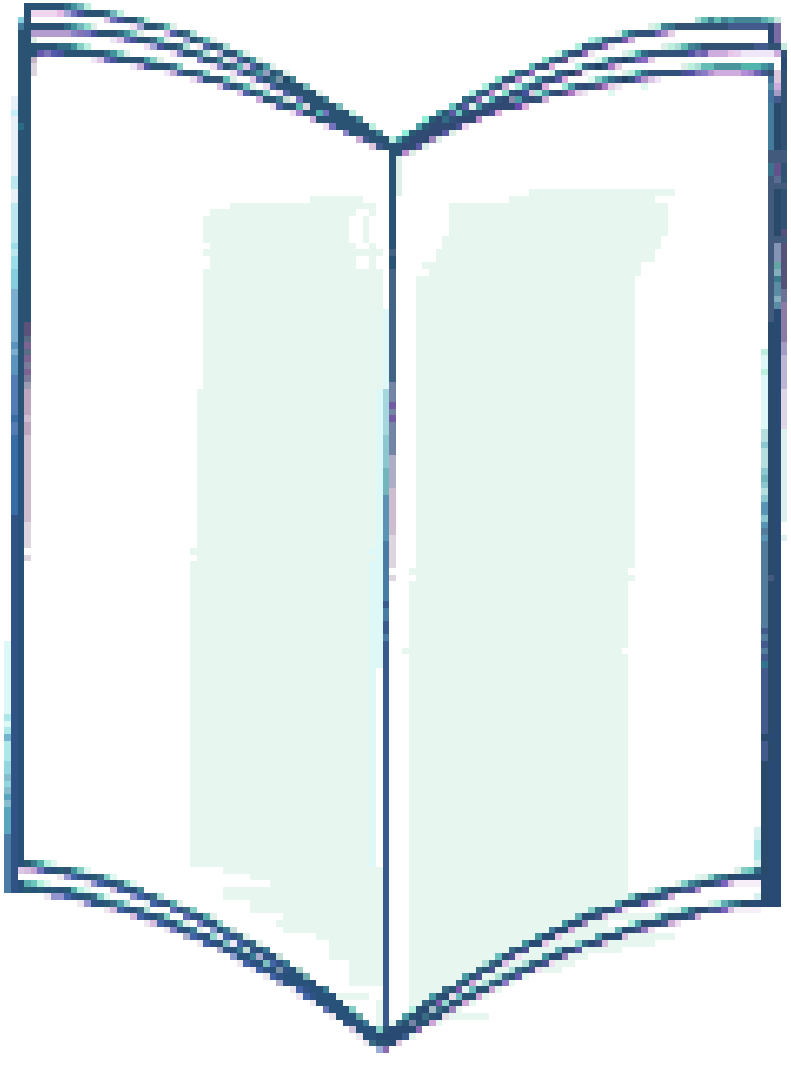


OVERVIEW

- The perception process
- Perceptual shortcuts
- Factors affecting the perception process
- Stereotypes
- Self-fulfilling prophecy
- Strategies to correct inaccurate perceptions

PERCEPTION

The procedure by which we try to gather and interpret information about the environment that surrounds us

The Perception Process

- Feedback about ourselves and others
- Not always based on true picture of reality
- We behave as though our perceptions are real

Practical Exercise

Perceptions Process and Stereotypes

FEATURE FILMS ARE THE RE-
SULT OF YEARS OF SCIENTI-
FIC STUDY COMBINED WITH
THE EXPERIENCE OF YEARS

Attributes to Perception

- Raw Data:

  -The information we experience

- The Cognitive Process:

  -Is unseen but affected by things

- The End Product:

  - Our perception, sensing, or interpretation of our experience (the perception)

Economizing Phenomenon

- The mind's ability to take in new information, mix with old information and make new ideas through quick deduction
  - First Impression
  - Self Fulfilling Prophecy
  - Projection
  - Blaming the victim
  - Halo Effect

Practical Exercise

Perceptions Process and Stereotypes

Unattractive, Poorly-dressed, Old Woman

Perceptions Process and Stereotypes

Beautiful, Wealthy, Young Woman

Stereotypes

An exaggerated belief associated with a category

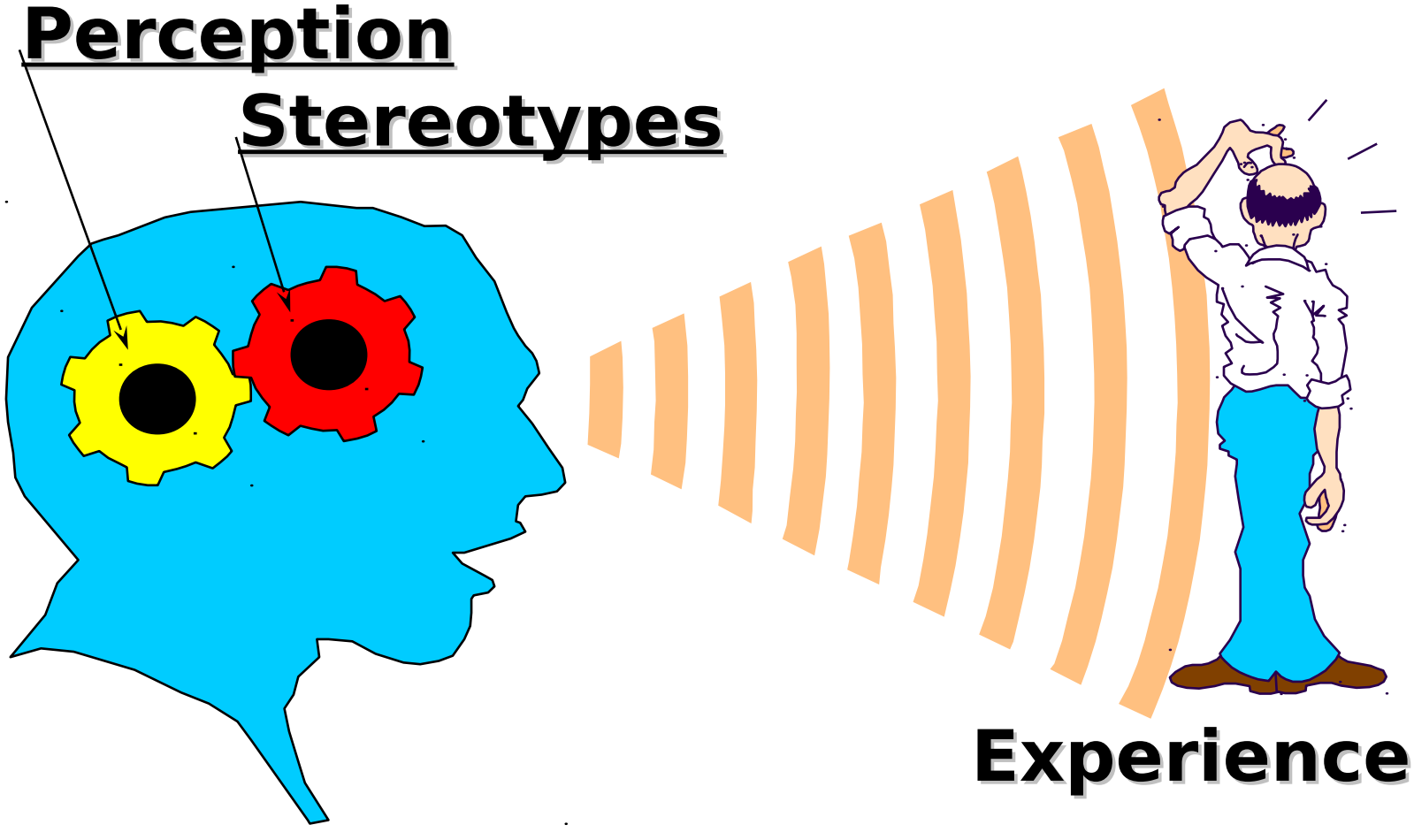
Characteristics of Stereotypes

- Fixed rigid ideas
- Associated with a group or category of people
- Not supported by evidence
- Can be favorable or unfavorable
  - Can have an adverse effect
- Driven by motives

Factors that Support Stereotypes

- Socialization Process
- Books
- Mass Media

INTERRELATIONSHIP OF PERCEPTIONS AND STEREOTYPES



Strategies to Correct Inaccurate Perceptions

- Acceptance of differences in people
- Active listening
- Provide feedback
- Take ownership for your feelings and behaviors (own them)
- Use inclusionary language
- Avoid stereotypes

SUMMARY

- The Perception Process
- Attributes of Perception
- Economizing Phenomenon
- Characteristics of Stereotypes
- Sources of Stereotypes
- Strategies to Correct Inaccurate Perceptions

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"One of the most important aspects of achievement

is training the eyes to see properly. Sight is an

interesting phenomenon. We see things not as they

are, but as we are. Our perception is shaped by past

experiences, according to faith and consciousness."

- Dennis Kimbro
  Author